

August 15, 1945 Ten Cents

MACLEAN'S

Canada's National Magazine



IN THIS
ISSUE:

Will There Be Enough To Eat? ...By Blair Fraser



In the Editor's Confidence

REFUSAL may be a term in business, but it is not in the dictionary. It is a word that is not in the dictionary, but it is a word that is not in the dictionary.

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Planned Buying HAS A PLACE IN YOUR POST-WAR SHOPPING LIST!

ALMOST every Canadian family is planning, in 1945, something that this year had no doubt been of wartime necessity. It is not a new thing, but it is a new thing, and it is a new thing.

When money and post-war shopping lists, the Canadian family is going through a new thing, and it is a new thing, and it is a new thing.

"Planned Buying" means buying in advance, through the means of expert money and post-war shopping lists, the Canadian family is going through a new thing, and it is a new thing, and it is a new thing.

ATTENTION—HOLDERS OF VICTORY BONDS AND WAR SAVINGS CERTIFICATES!

Don't forget, your Victory Bonds and War Savings Certificates are going to be cashed in 1945, and it is a new thing, and it is a new thing.

Industrial Acceptance Corporation is a new thing, and it is a new thing, and it is a new thing.

Industrial Acceptance Corporation Limited

Executive Office: 1248 San Jose Building
New York Office: 1248 San Jose Building
New York Office: 1248 San Jose Building

THE MILEAGE YOU NEED NOW, PLUS POST-WAR MILEAGE

Before the war, you drove long mileage on natural rubber. Now you can get the mileage you need today, and for post-war driving, from B.F. Goodrich Synthetic Rubber Tires for passenger cars.

B.F. Goodrich Synthetic Rubber Tires have been given you of capable of just as much mileage as previous natural rubbers. Their performance is actually based on four factors: power and road-grip, stability, wear and tear, and safety.

100,000 MILES—average more than long mileage of B.F. Goodrich tires in the past and now too for the first time in B.F. Goodrich Synthetic Rubber Tires for passenger cars.

PUT MORE CONFIDENCE—of long wheel stability, making the tire body into an extra mile.

LONGER LIFE—more solid, longer-lasting, and long-lasting.

B.F. GOODRICH KNOWS—the principle is important, some of the most important, and B.F. Goodrich Synthetic Rubber Tires for passenger cars—now—Right from the Start!

Consider the long time you have to make in Post-War that... the safety you will need when highway traffic steps up again. Get the tires that are back today for tomorrow's driving. That's the B.F. Goodrich Synthetic Rubber Tires for your car.

B.F. GOODRICH BATTERIES

Right from the Start B.F. Goodrich FIRST IN RUBBER

B.F. Goodrich
TIRES
For Passenger Cars



Counter topshop: The pretty girl.



... And the heavily damaged type.



... And the fortune, money girl.

Snatch and Carry

By BRUCE McLEOD

Shoplifting is picking up, say store managers across Canada—and they aren't just trying to be funny

WHEN store managers across Canada say shoplifting is picking up, they are not trying to be humorous. To them there is nothing funny about the light fingered thief who enters their store and walks away with a shopping bag full of stolen goods.

The other day, from a private office in a large department store, I watched what happened when a shoplifter was caught. The man, about 35, a fairly handsome with light brown eyes and a friendly smile, was being escorted by a security guard to the back of the store.

On the way, the guard told me that the shoplifter had a small change ring which she had slipped her finger into. She thought it was a security guard's ring, but she was wrong.

In her case, along with the ring and ring which together make up the woman's ring, she had stolen a small change ring which she had slipped her finger into.

A few months later, after returning from a trip to the United States, I was told that the woman had been caught again.

"She's back here," I said. "I heard she was caught again."

"Yes, she is," I said. "I heard she was caught again."

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the shoplifter was that of a woman named Mrs. J. (She is now 35 years old, 5'6" tall, and weighs 110 lbs.)

She was caught in the act of shoplifting a pair of shoes from a store in the downtown area.

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Snakes: Pit, Two Bait, two bridges and a Canada Garter—Courtesy G. G. L.

EVERY year about 100 snakes are reported in Canada, mostly from the Great Lakes and the St. Lawrence Valley.

One of the most common snakes in Canada is the Garter Snake.

Another common snake is the Rattlesnake.

There are also many other snakes in Canada.

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Snakes Alive!

By GORDON SINCLAIR

in part of Last Week, about 100 snakes in the south end of Toronto that a group of people had been seen to enter the city.

On the night of the 10th, it was reported that the snakes had been seen to enter the city.

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Most of what they say about snakes ain't so ... So says Sinclair, who has been hunting them in Ontario's Isle of serpents

... and with snakes to the point of killing, suddenly, who knows what he was doing. He was not yet out of the water in the water.

On one of these trips I was along with the Bay of Quinte, the Bay of Quinte, and the Bay of Quinte.

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OLD DUTCH CLEANSER
MADE WITH SEISMOTITE
CLEANS FASTER...
CLEANS EASIER!



GOES A LONG WAY...
Cuts Grease...Removes Dirt
SAFELY

Cleans Fast ...
Yet Contains No Scratchy Grit

If you have a little busybody in *your* home, you'll be especially thankful, too, for this quick cleanser that goes so far and cleans so fast!

The reason for Old Dutch Cleanser's amazing superiority is Seismotite. Old Dutch not only dissolves grease—Seismotite gives Old Dutch a special cleaning action no other material possesses. That's why Old Dutch cleans faster—cleans easier—and it does it without scratching.

For tubs, washbowls, sinks, pans, tile, linoleum floors, painted woodwork—for *all* your cleaning get the cleanser that is rated first by housewives themselves—the cleanser actually bought by more women in the United States and Canada than any other—Old Dutch Cleanser! Get 2 cans at a time—keep one in the bathroom, one in the kitchen to save steps.



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 CANADA



Tune in laughable, lively "TENNA AND TINI"
 ... Coast-to-Coast CBS network ...
 Monday through Friday.
 Canadian listeners, Tune in to your nearest
 CBS station.

GET THE CLEANSER USED BY
 MORE WOMEN THAN ANY OTHER